

Val Gardena Marketing
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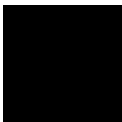



Regulations for the use of the logos - www.valgardena.it/logo

- Val Gardena-Gröden Marketing holds the copyright of the trademarks, which are registered and internationally recognized
- every trademark has to be used as a whole
- the trademark and the tradename (where both are present) have to be used according to the indicated proportions
- the trademarks have to be used in colour
- on dark backgrounds, the trademark has to be used in the negative version
- the trademarks may be used only prior authorization by Val Gardena-Gröden Marketing

TRADEMARK VAL GARDENA DOLOMITES

- the trademark "Val Gardena Dolomites" has to be used in colour following the colours indicated underneath (the colours are benchmarks and have to be agreed with the printer):

	CMYK	0 100 100 0
	PANTONE	1795
	RGB	193 0 31
	CMYK	15 15 8 100
	PANTONE	Black 6
	RGB	0 0 0
	CMYK	2 5 10 45
	PANTONE	Warm Gray 5c
	RGB	161 159 154

- on backgrounds on which the writing "Dolomites" is badly visible, the trademark with the writing "Dolomites" has to be used in the colour dark grey (dark grey version):



CMYK	5 10 19 83
RGB	77 74 70

- on dark backgrounds, the trademark has to be used in the negative version
- the original size of the trademark is 40 mm, the smallest dimension allowed of the trademark "Val Gardena Dolomites" is 16 mm (40% of the original), the maximum size is unlimited
- the trademark has to be printed using the font "Suedtirol Type"

S. Cristina, 9th August 2011

Dr. Günther Pitscheider
Director
VAL GARDENA-GRÖDEN MARKETING